



Emperor's Hammer TIE Corps Logo Standards Manual

Allowed Usages and Rules

The following contains rules and regulations regarding the usage and implementation of the TIE Corps logo. These guidelines are offered as a resource to help TIE Corps members correctly use the logo in their communication efforts on behalf of the organization. Please note that this document is focused on branding applications for marketing collateral including print, digital and environmental graphics. Please read and understand all directions before using the logo in any layouts or designs.

We're trying to create a brand that shows the TIE Corps as an elite gaming community. Sticking to these rules will help create that brand and image which reflects the Emperor's Hammer TIE Corps as the superior unit that it is.

The logo may not be used in any manner other than those directly stated in this manual.

TIE CORPS BRAND ALLOWED COLORS

The logo mark may only be used in one of the 3 colors sampled below.

- 1) The logo may only appear in the following approved colors:
 - TC Red (PMS 186C)
 - Black (or a reduced saturation of black so it appears gray)
 - White

*Any color changes must be approved by the Graphics Approval Board
(See Graphics Approval Board section at bottom of page 2)*

- 2) As a primary element, the logo must appear using 100% full saturation of the official TC Red. It can also be black or a reduced saturation of black so it appears gray. Do not use transparency.
- 3) When used as a background or secondary element, the colors may be tinted or saturation reduced. It may also appear transparent when used as a background element.
- 4) Whenever possible, TC Red should be used as part of a design or layout. For example, if red is to be the primary color of your layout, use TC red. This helps to provide a consistent and simple brand presentation.

PMS:
186C

CMYK:

C: 12, M: 100, Y: 92, K: 3

RGB:

R: 207, G: 32, B: 46

Hex/HTML:
CF0A2C

PMS:

Black C

CMYK:

C: 0, M: 0, Y: 0, K: 100

RGB:

R: 0, G: 0, B: 0

Hex/HTML:
000000

CMYK:

C: 0, M: 0, Y: 0, K: 0

RGB:

R: 225, G: 225, B: 225

Hex/HTML:
FFFFFF

TIE CORPS LOGO DOs & DO NOTs

- 5) Placing anything in front of, adding gradients to or adding patterns to the logo is prohibited when used as a primary element.



- 6) The negative space or holes in the logo must remain the same color as the background unless an effect (such as a drop shadow or glow) is used.
- 7) If the saturation of the black is reduced on the logo, when used as a primary element, the resulting gray must make the mark contrast the background sufficiently.



- 7) Any strokes or outlines added must be set outside the original design. Strokes set inside or centered are unacceptable
- 8) The logo can not be stretched or compressed in any way unless done so proportionately on both axis.



- 9) Drop shadows, glows, outlines, etc. are acceptable when used to differentiate the logo from a background if needed. Any such effect should not overpower the logo.

GRAPHICS APPROVAL BOARD

- 10) Any proposed usage, design or layout not explicitly allowed in this standards manual must be presented to the Graphics Approval Board for review *prior to being published*. The Board will review your layout and let you know if it is acceptable.
- 11) If your image includes the new logo, please send it to tccom@emperorshammer.org. Files submitted to the Board should be as high a quality as you have created them.
- 12) When it comes to medal design, the logo may be used as a beveled, embossed or 3D element in the color of the forged metal. Any medal design incorporating the logo must be approved by the graphics approval board.
- 13) Three dimensional renderings, including any medals, must be approved by the Graphics Approval Board prior to being published.

Any alternative uses must be approved by the Graphics Approval Board.